Update
+ start
AAR file

91.7 KVRX
Station
Handbook
Fall 99 – Spring 2000

I. LE GRANDÉ AND ÖBLIGATORY INTRO

"There is a theory which states that if ever anyone discovers what the universe is for and why it is here, it will instantly disappear and be replaced by something more bizarre and inexplicable. There is another theory that states this has already happened."

- Douglas Adams

If ever there were words that captured the true spirit of KVRX, these are they - always changing, always progressing. With that said, welcome to the Halls of KVRX, ***your*** Student Radio Station, the best college radio station in the country, as recognized by the National Association of College Broadcasters in 1994. And congratulations! You have made the ubiquitous decision to become radioactive, to broaden the normal bounds of what a radio station can do, to challenge our culture and society. At KVRX, we create as much room and artistic freedom as possible for every single person to contribute their ideas and bring their visions to life. And this is **the** best place to do just that - a place where all races, creeds, even can come together, learn, and delight in each others uniquities and share them with our listeners! So take advantage of the opportunity. This is your chance!!!

II. THE SHORT, HAPPY LIFE OF KVRX

WHERE DID I COME FROM?

91.7 KVRX FM is one of two radio stations owned by the University of Texas System Board of Regents, the other being 90.5 KUT FM, the National Public Radio affiliate. KUT is run by professionals; KVRX is run by students.

KVRX began cablecasting (broadcasting over the cable system to home stereos with cable-stereo conversion units) as KTSB on April 11, 1988, culminating two years of intense efforts by the predecessor to KTSB, the Student Radio Task Force (SRTF). The SRTF, a Student Association committee which got off the ground in the Spring of 1986, was the last in a long line of groups which had attempted to bring student radio to UT-Austin over the years. In 1987, the SRTF proposed a formal relationship with TSP to fit a radio station into the administrative structure of UT, which was eventually accepted. Through fundraisers and grants, the SRTF found the money and broadcast equipment to start KTSB.

THE BATTLE FOR FM...

Always looking towards FM, the next several years were spent in battle with a community group, KO.OP radio, for the last remaining non-commercial FM frequency. In June of 1993, KTSB and KO.OP asked the FCC to approve a time-share agreement that would allow the two stations to share the frequency. KVRX would broadcast nights, 7pm-9am Monday-Friday and 10pm-9am Saturday-Sunday. KO.OP would broadcast and KVRX would cablecast during the remaining times.

And then, in July....

ACCORDINGLY, IT IS ORDERED that the joint request for the approval of Share-time Agreement filed June 28, 1993, by Texas Educational Broadcasting Co-Operative, Inc. and the University of Texas at Austin IS GRANTED and that the attached agreement IS APPROVED.

- FCC Review Board, July 21, 1993

In September, the FCC issued our construction permit and we were on our way! Work then began with the city to obtain a tower site. In January of 1994, KTSB became KVRX since an FM station in some midwestern state was already broadcasting as KTSB.

After a mere nine months of work with the city, a tower site land lease agreement was signed in June of 1994. This allowed UT to build the tower on city land in exchange for UT allowing the city to place communications equipment on the tower. Bids went out the same afternoon, they were accepted in August and construction began in the fall.

THE ARRIVAL OF FM

The tower itself was built in one day - October 24, 1994. Then the transmitter and STL were installed, then a period of testing, then...

"It (flipping the FM switch) marked the end of something.
But like the end of a pregnancy, it also marked the beginning of something bigger."

- John Herndon, Austin American Statesman, November 17, 1994

After eight years, it really happened. With staff and friends at Sholtz's Beer Garten, Station Manager Carol Teixeria pressed the magic button on a touch tone phone (the pound sign) to turn on the tower and begin our FM broadcast. The first DJ was April Joseph, the first song was FM by The Slits. At the station, the request lines were jammed, the madness had begun.

The Move Feb 24th 99 Real Audio June 98 + loss of cable casting? May 1st 98 Yes!

PERSPECTIVE

If all of us FM WonderKids could all take a minute to remember those who sacrificed their personal life, their GPA and their sanity for the promise of FM, especially those like Kevin Tureff and Sarah Beechner who started this all. Before the glamour of air-time (even cable air-time), they organized, researched and lobbied to make KVRX a reality. They deserve our thanks and worship.

III. A VERY SOUND MISSION:

"The purpose of KVRX shall be twofold: (1) to provide students with an opportunity to receive experience working and managing a radio station, and (2) to serve as an alternative radio station in the Austin market with programming for and about students and the environment of which they are a part. KVRX shall strive to become "the voice of the students at the University of Texas."

- TSP Handbook: Ch 6, Part D, Sec 1a

This is the foundation on which KVRX is built. Of course there is a lot more behind what KVRX does and is and how we go about getting there, especially with this tired word - *alternative* . What does it mean and what the hell are we trying to do anyway?

MUSIC PROGRAMMING

KVRX provides more artistic freedom than most any radio station that ever was, but it is not absolute. The station is not play listed; there is a great deal of freedom with which each DJ can express his/her unique talents and preferences. But, there are also station goals that guide all programming so that instead of arbitrary programming there can be excellent programming.

Goal #1 - Provide programming that is not provided by elsewhere. It's diverse!!

KVRX is non-commercial radio. This means that our most important mission is not to make money, but to serve the community. The idea behind public radio and TV frequencies is explained in this quote:

> **"Inherent in that mission of public broadcasting is its role as an alternative to commercial broadcasting which is driven by a concern for the marketplace and therefore fails to capture many of the values we hold dear, such as excellence, creativity, responsibility, community, diversity, concern for others, and intellectual achievement."**
>
> **- 20th Century Task Force**

Perhaps it belongs in a Hallmark card, but its probably the one of the few good ideas this government has come up with. Since there is a limited number of radio and TV frequencies available all working with the lowest common denominator to get the greatest number of listeners, they felt that many of the interests and needs of the community would not be met. They reserved a few frequencies for non-commercial stations who would fill in the gaps by providing community-oriented programming not available on the commercial stations.

We have an advantage over commercial radio since we do not have to play the music that will appeal to the largest number of people in a particular demographic category that will attract the most advertisers. We don't have to develop a streamlined, predictable sound that may bring in the cash, but also brings tears of boredom to music lovers everywhere.

"None of the hits, all of the time."

Part of being a public station is educating our listeners and ourselves. No one learns anything when we play Smashing Pumpkin's latest single or a cut from the Rolling Stones Greatest Hits. Remember that KVRX is Adventure. Challenge your listeners and yourself. Learn and teach about obscure but fantastic music and share it with Austin. That is the power of KVRX.

Goal #2 - Be musically diverse.

The goal to provide a variety of music has been with us since the beginning.

> **KTSB radio is exposing listeners to a diversity of programming available only through a student-supported non-commercial university radio station (New Age, Oriental World music, Occidental World music, Blues, New Age Electronic, Reggae, Psychedelic, Industrial, Hip Hop, Poetry, etc.).**
>
> **- KTSB's application to the FCC for an FM licensee**

Only a handful of genres are represented by commercial radio. One of the ways that we work for the community is by providing an outlet for the other genres that are out there. Our diversity is also part of the basis of our status as non-commercial, i.e., educational radio. We don't teach the alphabet like public television, but we do teach about genres that people would otherwise never hear.

It is not easy to be knowledgeable about so many different kinds of music. It's much easier to play college rock or whatever other genre is your personal favorite. That is not an option at KVRX (unless you get a specialty show, maybe). Specialty shows as a whole are diverse, and each Free Form DJ is required to play a variety of different genres every hour.

Is this a tyranny? Is this the end result of over-zealous, power-tripping management? No, this is our attempt to provide quality programming for Austin. It is our commitment to let lesser represented genres be heard and let listeners learn about music they would never hear without KVRX. This is not a burden, it is the spirit of KVRX. It sets us apart from the streamlined and predictable sounds of commercial radio and gives the listeners the musical adventure of a lifetime.

Rather than tell a DJ what to play, we guide them as to what they cannot play.

Service to Community

Local Live CD

NEWS, SPORTS AND COMMUNITY PROGRAMMING

Our mission to provide programming that is not available anywhere else also guides our non-music programming. These departments work to cover stories and issues that are not part of the mainstream media. It looks for issues that are ignored, but still vitally important to students and to Austin. We stay away from sensational stories that have no real significance (Bob discovered leading a double life, married to twin sisters!) and gravitate towards stories that may not have the cheap thrill, but do have the substance. There is absolutely no room for sensational stories of little substance that are being shamelessly over-covered by mainstream media already.

Monica - yes

No OJ, Tonya or Michael Jackson EVER.

You might say, "But that's what the people want to hear!" But, like with music programming, we are not here to appeal to the masses; we are hear to provide programming that doesn't happen somewhere else.

The news and sports departments should be unbiased and somewhat professional. The anchor or reporter should not make his or her personal opinion a part of the story. As a whole, the departments should not have a decidedly liberal or conservative bent. About being professional - We are not forever uptight, but we try not to laugh at the stories we read or fill in the last few minutes of a cast with a soap opera update. We want news and sports to be respected as a source of reliable and meaningful information.

Community programs should keep in mind the same ideas about avoiding sensationalism in favor of substance. While a particular show may have a particular political perspective, the department as a whole should work to represent a variety of opinions.

BUSINESS

It can easily be said that money (or lack thereof) is the nemesis of KVRX's mission. So before we go one step further, let's put money in its place and realize what we're dealing with.

"Enthralled by the Dionysian beauty of cash, some blur the distinction between money a commodity and money as visible proof of both grace and omnipotence. The blurring of this distinction persuades us to assign to money the powers that properly belong to the human spirit."

-Lewis Lapham

Money is not our main objective, but it is a practical reality of existence in a capitalist society. Equipment, repairs, TSP and the like all need money. We are in an unusual position, in that as a non-profit organization, we do not specifically promote a product or encourage commercial activity. We do accept underwriting (non-commercial, informational on-air spots and sponsorships). We also have various fundraising projects including benefits, t-shirt sales, Eyeore's Birthday and Fourty Acres Fest. And finally, there is a promotions department to help the world find out about KVRX.

Redo

One big fat motivation for the business department - The more money we make ourselves, the less dependent we are on the political reality of student services fees. What's more, we can exchange this hard earned money for better equipment and more publicity.

Interns

IV. ATTITUDE

KVRX has no room for narcissistic, primadonna DJ's, news anchors, or others who play their favorite records for their friends or pick up as many promos as they can while avoiding any real work. The backbone of this station is students who volunteer their time and talent, the people who are committed to the station goals, the people who accept the tedious and mundane work along with the glamour and fame of air-time.

"Ask not what your country can do for you,
but what you can do for your country."

- JFK

KVRX is one of the biggest cultural forces to slap this city around in a long time. Challenging people and bringing down barriers is a huge responsibility.

(FCC) with

Maybe add Professional but Freedom

(Logs)

V. GOAL: THE END-ALL, BE-ALL OF KVRX

TO CONTINUE TO BE THE ABSOLUTE BEST COLLEGE RADIO STATION IN THE COUNTRY.

→ Logs are legal documents to FCC

"KVRX..won the 'Station of the Year' award last weekend at the National Association of College Broadcasters convention in Rhode Island..for overall excellence."

- John Herdon, Austin American Statesman, November 17, 1994

While we're on an attitude kick, everyone should, first off, get this through their head immediately: KVRX is not *just* college radio. We *are* one of the more highly-respected stations in the nation. In addition to being named Station of the Year by NACB *while still on cable*, we were invited to report to Gavin in 1994, *also while still on cable*. Gavin is an exclusive industry trade magazine that has invited only a handful of cable stations to report. We *are* an innovator in non-play listed, artist-oriented music programming. In our short 8 years of life, KVRX has managed to garner much special recognition. Here's a few notables:

11

National Association of College Broadcasters	Station of the Year, 1994 One of top five Stations of the Year, 1993
Gavin	Invited to Report, 1994
Austin Chronicle Music Poll	Fifth Best Radio Station, 1991-92 Fifth Best Radio Station, 1990-91 Fourth Best Radio Station, 1988-89
Details Magazine	One of the best radio stations in America, 1991

1998 - 6th
1997 - 3rd
any others?
CD Awards from Chronicle
DJ Ranking?

To continue the tradition, remember this - you could get by with an OK radio show, newscast, talk show or whatever. But if you are going to do it at all, why not BE EXCELLENT? Why not go beyond how it was done before and what people expect you to do? More than any job you might later have in the real world, you have any incredible impact on the final product. **Don't make do, make it great!**

VI. PURSE STRINGS - THE KVRX BUDGET

The budget is formulated in March of each year by the Station Manager, Broadcast Advisor, and TSP General Manager, and administered in a fiscal year which runs September 1 to August 31. Our budget is public record and copies of each year's budget can be obtained at TSP.

(Maybe include?) - Yes
Budget

VII. LET'S MEET THE FAMILY: KVRX, TSP, UT

Koop?
My Day

UT System and Administration

As far as the UT administration goes, KVRX has very little to do with and does not report to anyone in the tower directly. The UT Board of Regents holds our FCC license and provides us with space to work. There is a 'Declaration of Trust' through which the administration delegates responsibility for KVRX to Texas Student Publications...

The Texas Tower?

TSP (Texas Student Publications)

TSP is entrusted by the UT System Board of Regents with the responsibility of the management of the assets and operations of all student media on campus, including The *Daily Texan*, *Cactus* yearbook, *Peregrinus* law school yearbook, KVRX Student Radio, and Texas Student Television. The 'Declaration of Trust' shields student media from direct control of the regents (late breaking story - Regent Joe Bob has recently been under investigation...) and shields (in theory) the regents from lawsuits against a student media entity.

TSP is run by a board composed of three students from the College of Communications, three student elected at-large, two professional journalists, two faculty from the College of Communications, and one

faculty member from the School of Business. All non-student members are appointed by the UT President.

The Board is required by its Handbook to delegate the operations and management of the student media units to (1) a central administrative staff within TSP and (2) the various student editors/managers of the media units and their student staffs. TSP administration is run by a General Manager (Kathy Lawrence), who, with the advisors to each media unit and various accounting and other professional staffers, works with the student management to oversee the business operations of each unit. Each advisor serves in an advisory role only with respect to the content of programming/printed page.

Each year the TSP Board appoints a Station Manager for KVRX, who must have received a 30% vote of approval from the KVRX Staff. This Station Manager is responsible to the Board for managing KVRX business and programming affairs.

THE BROADCAST ADVISOR

The Broadcast Advisor, Bop Simmons, is a paid professional who advises on the operation of KVRX and TSTV. The Broadcast Advisor is limited to an advisory role. He cannot censor the content of programming or material published by the KVRX staffers. (KVRX is 'censored' only in that it must comply with FCC laws and regulations.) Among other duties, the Broadcast Advisor serves as liaison between KVRX and the TSP General Manager, advises on all FCC concerns and approves spending requests. His office is in the Electronic Media Orifice - 4.124 of the TSP building (above the Texan). The phone is 471-3098.

Redo

VIII. THE BUREAUCRATIC BUFFET:

KVRX MANAGEMENT

KVRX management and staff is made up wholly of students. Management is meant to be as democratic as possible (assuming the true nature of democracy hasn't been totally lost). The entire staff makes KVRX what it is. Management merely executes. Sometimes, the staff executes. Task Forces of staff members are created to tackle important issues (for example, going FM and the Texas Radio Conference). Special meetings are held on controversial station issues (for example, business and indecency policies) so that the decision can come from the staff, not just management.

If ever you do or do not like what you see happening to the station or to certain areas of the station, speak up at a staff meeting, talk with the Station Manager or the appropriate director. **Never let things happen, never be passive and always challenge authority.**

STATION MANAGER: - Provide leadership and encouragement to make KVRX happen; serve as acting voice of KVRX; establish a Program Schedule with Program Directors; serve as non-voting member of TSP Board; hire management staff; seek best interest of KVRX and fight for it.

PROGRAM MANAGER: - Reports to the Station Manager; oversees all music programming concerns; hires, trains, evaluates and maintains a DJ staff; dances suggestively with anyone; puts together the Program Schedule.

- **PRODUCTION DIRECTOR: -** Reports to the Program Manager; hires, schedules, trains, disciplines, and evaluates a staff to produce all on-air spots (promos, underwriting, etc.).
- **MUSIC DIRECTORS: -** Reports to the Program Manager; oversees solicitation, cataloging, reviewing, and rotation of new music, maintaining the library, etc.

OFFICE MANAGER:- Reports to the Station Manager; keeps office hours to answer phones; takes minutes at management and staff meetings; maintains office supplies; submits print orders; bow to the cows.

- **TECHNICAL DIRECTOR:** -Reports to the Office Manager; is responsible for maintaining optimum working conditions for all station equipment, repairing broken equipment, and suggesting new purchases.
- **VOLUNTEER DIRECTOR:** -Reports to the Office Manager; coordinates all volunteer matters; maintains staff and management rosters; manages West Mall Table activities; coordinates service projects.

NEWS MANAGER: - Reports to the Station Manger; oversees all non-music programming (News, Sports, Community Affairs); carry the magic suitcase at all times; hires, trains, evaluates, and maintains and anchor and reporter staff.

- **COMMUNITY PROGRAMMING DIRECTOR: -** Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Community Affairs staff; responsible for creating 10 hours of community programming per week.
- **SPORTS DIRECTOR: -** Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Sports anchors, producers and reporters.

BUSINESS MANAGER/FUNDRAISING: - Reports to the Station Manager; manages different business departments, responsible for coordinating money-raising activities including merchandise sales, concert benefits, soliciting grants, etc.

- **UNDERWRITING DIRECTOR: -** Reports to the Business Manager; responsible for sales of ads in the station fanzine, the *Call Letter*, underwriting spots on the air and event sponsorships.
- **PUBLIC RELATIONS DIRECTOR: -** Reports to the Business Manager; responsible for coordinating all station publicity (flyers, ads, press releases, etc.) and promotions (ticket/merchandise giveaways, special events, associations with businesses)

IX. RULES & REGS: KVRX POLICIES

RESPONSIBILITIES

KVRX Love-Ins

General staff meetings are **every other Wednesday at 7:00pm** . A lot of stuff goes on at the station, this is our best chance to keep everyone informed. This is also the time that we take station votes on deals with KO.OP, business policy and the like. They really aren't too long or too boring and we eat and drink beer afterwards. Dates are:

Policy concerning missed meetings - changed

Strike 1 = Warning, Strike 2 = Suspension, Strike 3 = Termination

If you miss three, you will loose your job for this semester and maybe the next. If you have a job that keeps you from attending any or all staff meetings, tell the Volunteer Director at the beginning of the semester. If something else comes up, the Volunteer Director well in advance.

Volunteer Hours

We aren't sure why we call them volunteer hours when you have to do them. Basically, persons with an on-air position must work at least **6** hours a month in an off-air capacity. **DJs that want to just do their show and leave will cast an evil spell of mediocrity and malaise on the station, the staff and their families.** On-air work is 10% of what goes on here - we need people in business and operations if we are going to make this work. Talk with the Volunteer Director or check the operations bulletin board for inf. about what you can do. There is a wide variety of opportunities, from working the West Mall table to reviewing records to underwriting. There's always plenty to do, and therefore never a valid excuse. → xtra hrs help determine who gets good show times

Policy concerning missed volunteer hours for one month - changed

Strike 1 = Warning, Strike 2 = Suspension, Strike 3 = Termination

Are You Pissed?

An active, critical citizenry is the lifeline of every democracy, and KVRX is a democracy of sorts. by choice So, if a management decision pisses you off, do something about it. Any staffer who feels that a management decision (hiring, firing, discipline, general policy, etc. - everything except hiring of KVRX Management staff by the Station Manger) was wrong may make an appeal to KVRX Management. KVRX Management can overturn the decision by a 2/3 majority vote. If the decision is not overturned, the complainant can bring the issue to the staff. The KVRX staff can overturn the decision by a 2/3 vote. If the decision is not ~~overturned,~~ the complainant can bring the issue to the TSP Board. Talk with the station manager about beginning this process.

albert station Manager

→ Come to SMgr first

resolved

@ through staff to TSP

? reward - all the way up.

Do Not Steal

Probably the most heinous crime you can commit at KVRX is the theft of station property. Just because we get lots of records and CDs from record companies doesn't mean you can feel free to walk away with them. **This hurts our reputation with record companies. This also FUCKS your favorite band BADLY since you are keeping their music away from the listening public.** If you have an overwhelming desire to hear a record, buy it yourself or tape it in the production room when the room isn't being used for station business. Also, do not steal giveaways or office supplies. If you are caught stealing there are no warnings, no suspensions--only **immediate termination and prosecution.** We are talking police, court, fines and jail time. Please have some respect for the honest folks that work here to make this the greatest radio station in the country. Stealing from the station is stealing our dream.

OFFICE ETIQUETTE

Some suggestions for a user-friendly office...

Phone-A-Rama

1) ***The Business Lines:*** **471-5106** This number has three 'terms,' (lines) which are the first, second, and fifth button on each phone at the station. DJ's will not answer this line, so if you're in the business office, answer it.
2) ***The Request Line*** : **495-KVRX, 495-5879** The DJ will answer this line. Do not answer it or use it unless the other three lines are full.
3) ***The Fax Line:*** **471-8177 or 471-1576** The second number is TSP, that is a backup if the machine at the station is not working.
4) ***Phone Etiquette:*** While you are in the KVRX offices or control room, do NOT answer the phone in the following manners: "What?", "Yeah", "Hello", "Bob's House of Flesh, may I cook you?" Try to maintain a sense of professionalism, i.e. "91.7 KVRX.", "91.7 KVRX, Can I help you?". We have a lot of important and unimportant people calling all day long. Try to make them feel important no matter who they may be. And try to be helpful to callers. If you don't know the answer to their question, find out or refer it to someone who might be able to help them.
5) ***Messages:*** Scattered about the office are pink message pads for such use. If a caller asks for someone who's not around, offer to take a message. Get the caller's name and number, and then fill out the message pad completely. It is incredibly annoying to receive an incomplete, illegible, or otherwise screwed-up message. After taking a few seconds to completely fill out a message, put it up on the message board.
6) ***Home Phone Numbers:*** Don't give these out, even if it's Ed McMahon, unless you know the person on the line. There are obsessed fans out there with less than friendly intentions.
7) ***Address:*** Our mailing address is **P.O. Box D, Austin, TX 78713-7209**. Our delivery address for **UPS is 2500 Whitis, Building C, Austin TX 78705.**

Taking Care of Mother Earth

We try to be Earth friendly - we try to recycle. Aluminum cans go in the box in the hallway. You can get a volunteer hour by taking the box to a recycling center! Office paper and newspaper goes in the blue trashcans; this gets picked up by the custodians.

Parking Smarking

In the lot behind Gregory Gym, we are fortunate to have five 'B' spaces available for KVRX staff members to park their cars ***while doing station business.*** The spaces are ours and ours only, 24 hours a day. Unfortunately, these five spots must accommodate a staff of nearly 200 people. If you can get to the station by bus, bike or foot, DO IT. Do not ever have your car in B parking when you are in class or at the library. If you are doing station business outside the station, leave a note on the chalkboard about where you are.

If your car is caught in a B space when you are not at the Station you will be given a warning. The second time your parking permit will be revoked.

Computers

There are two Macs, a new Power Mac and an older Mac LC III in the Station. These are for station business. If one is free you can work on something personal, but do not save personal files on the hard drive and especially do not print. Paper and toner for everyone's 'it's only 5 pages' English paper costs too much money.

EMPLOYMENT POLICY

- The Station Manager is approved by the KVRX Staff, recommended by the TSP Board's Broadcast Advisory Committee, and appointed by the TSP Board to a one-year term beginning on June 1 of each year.
- Each semester, the Station Manager defines the management structure. S/he also defines the job descriptions for each position and determines how the allotted money for management pay will be divided.
- All Managers and Directors are hired for semester long terms by the Station Manager. For Director positions, assistance is also given by the appropriate Manager. Staff input is welcome on hiring of management, but hiring decisions are final and non-reviewable. The appropriate Manager or Director will hire volunteers for staff positions in his/her department.
- Management positions are paid at the following rate:

Directors	$50/month
Managers	$100/month
Station Manger	$300/month

  All other positions at KVRX are volunteer.
- If you are applying for a management position, you give consent for your name to be known to all staff members as an applicant.
- With respect to hiring of paid or volunteer staff, KVRX does not discriminate on the basis of race, color, religion, sex, national origin, handicap, age, citizenship status, veteran's status, or sexual preference(s). In all situations, the best-qualified candidate will be hired.

X. CONCLUSION

That's the news folks. Just remember - this is your radio station. It's up to you to just get by or to Be Excellent.

With Love,
The staff & directors of KVRX

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But like the end of a pregnancy, it also marked the beginning of something bigger."

— John Herndon, *Austin American Statesman*, November 17, 1994

With staff and friends at Sholtz's Beer Garten, Station Manager Carol Teixeria pressed the magic button on a touch tone phone (the pound sign) to turn on the tower and began our FM broadcast. The first DJ was April Joseph, the first song was "FM" by The Slits. At the station, the request lines were jammed. The madness had begun.

The Death of Cable FM and The Birth of Real Audio

KVRX continued to broadcast on cable access Austin on ~~[illegible]~~ Time Warner
~~While KVRX had finally reached the FM world, the daytime hours were still open to do something with.~~ Cable
~~The obvious decision was to continue broadcasting only on cable during the day and simulcast FM on~~ & thus
~~cable during the night~~. This worked well until we recieved an interesting letter from Austin Cablevision. the campus
On May 1st, 1998, they began to use the 99.5 FM signal for test tones, so they say, leaving no method of
recourse since the FCC has no real policy regarding cable FM. cable system.

There was, however, a proverbial silver lining to all this. At the very same time, KVRXer Gary Dickerson and outgoing Station Manager Mike Heidenreich (1997-98) were putting together a master plan to get KVRX broadcasting on the internet. Along with the help of Cheif Engineer Bob Nagy, Real Audio broadcasting became a reality in June of 1998 and can be reached through our homepage: www.utexas.edu/students/kvrx.

presently, as many as 60 listeners can reach us from around
If all of us FM WonderKids should take a minute to remember those who sacrificed their personal life, their GPA, and their sanity for the promise of FM, especially those like Kevin Tureff and Sarah Beechner who started all of this. Before the glamour of air-time (even cable air-time), they organized, researched, and lobbied to make KVRX a reality. They deserve our thanks and worship.

the world, ~~[illegible]~~ a reminder we are
constantly seeking to raise

The Big Move

KVRX's office and studio space were, well, let's say modest. One main office, the DJ booth, a tiny rear office space, a bathroom, and the production room were all we had, ~~totalling xxxxxx sq. feet~~. The space was

located on 21st Street behind Campus Computers and between Moore Hill Dorm and Gregory Gym, was owned by the Texas Union. Lucky for us, they had something else in mind for our well-kept (ah-hem) KVRX studios and kindly asked us to leave.

After much searching and planning, a space five (?) times our previous one was located in the old Student Services Building. It took a lot of boxes, shelving of CDs, wiring, and hard work, but on February 24th, 1999, the station began broadcasting from its new location. All this was done with the help of just about everyone, especially then Station Manager Mark Miller (1998-99), Mike Heidenreich, Tech Director Brad Avenson, Broadcast Advisor Steve Metze, and people from both TSP and the Physical Plant (??? is that accurate?). Remember that this is one of the best things to happen to KVRX since going FM - the equivalent of moving from an office fit for maybe ten to an office fit for - get this - a real radio station.

III. A VERY SOUND MISSION:

"The purpose of KVRX shall be twofold: (1) to provide students with an opportunity to receive experience working and managing a radio station, and (2) to serve as an alternative radio station in the Austin market with programming for and about students and the environment of which they are a part. KVRX shall strive to become the voice of the students at the University of Texas."

— TSP Handbook: Ch 6, Part D, Sec 1a

This is the foundation on which KVRX is built. Of course there is a lot more behind what KVRX does and is and how we go about getting there, especially with this tired word — *alternative*. What does it mean and what the hell are we trying to do anyway?

PROGRAMMING

KVRX provides more artistic freedom than most any radio station that ever was, but it is not absolute. The station is not play listed; there is a great deal of freedom with which each DJ can express his/her unique talents and preferences. But, there are also station goals that guide all programming so that instead of arbitrary programming there can be excellent programming.

Goal #1 - Provide programming that is not provided by elsewhere.

KVRX is non-commercial radio. This means that our most important mission is to serve the community. The idea behind public radio and TV frequencies is explained in this quote:

"Inherent in that mission of public broadcasting is its role as an alternative to commercial broadcasting which is driven by a concern for the marketplace and therefore fails to capture many of the values we hold dear, such as excellence, creativity, responsibility, community, diversity, concern for others, and intellectual achievement."

— 20th Century Task Force

Perhaps it belongs in a Hallmark card, but it's probably the one of the few good ideas this government has come up with. Since there is a limited number of radio and TV frequencies available all working with the lowest common denominator to get the greatest number of listeners, they felt that many of the

interests and needs of the community would not be met. They reserved a few frequencies for non-commercial stations who would fill in the gaps by providing community-oriented programming not available on the commercial stations.

We have an advantage over commercial radio since we do not have to play the music that will appeal to the largest number of people in a particular demographic category that will attract the most advertisers. We don't have to develop a streamlined, predictable sound that may bring in the cash, but also brings tears of boredom to music lovers everywhere.

"None of the hits, all of the time."

Part of ~~being a public station~~ is educating our listeners and ourselves. No one learns anything when we play ~~Smashing~~ Pumpkin's ~~latest~~ single or a cut from the Rolling Stones Greatest Hits. Remember that ~~KVRX is Adventure. Challenge~~ your listeners and yourself. Learn and teach about obscure but fantastic music and share it with Austin. That is the power of KVRX.

→ Goal #2 – Be Musically Diverse

The goal to provide a variety of music has been with us since the beginning.

"KTSB radio is exposing listeners to a diversity of programming available only through a student-supported non-commercial university radio station (New Age, Oriental World music, Occidental World music, Blues, New Age Electronic, Reggae, Psychedelic, Industrial, Hip Hop, Poetry, etc.)."

— KTSB's application to the FCC for an FM licensee

Only a handful of genres are represented by commercial radio. One of the ways that we work for the community is by providing an outlet for the other genres that are out there. Our diversity is also part of the basis of our status as non-commercial, i.e., educational radio. We don't teach the alphabet like public television, but we do teach about genres that people would otherwise never hear.

It is not easy to be knowledgeable about so many different kinds of music. It's much easier to play college rock or whatever other genre is your personal favorite. That is not an option at KVRX. ~~(unless you get a specialty show, maybe). Specialty shows as a whole are diverse, and each Free Form DJ is required to play a variety of different genres every hour.~~ Regardless of whether you are a free form or specialty show DJ, ~~this~~ one of your primary goals should be to Is this a tyranny? Is this the end result of over-zealous, power-tripping management? No, this is our attempt to provide quality programming for Austin. It is our commitment to let lesser represented genres be heard and let listeners learn about music they would never hear without KVRX. This is not a burden, it is the spirit of KVRX. It sets us apart from the streamlined and predictable sounds of commercial radio and gives the listeners the musical adventure of a lifetime. educate yourself Continually about new artists and ~~The rules,~~ rather than tell a DJs what ~~they can't play~~, guide him or her as to what ~~to play~~ ~~Remember that~~ ~~this~~ or other college stations

MUSIC

The diversity of programming is made possible by the music department. The department acquires music of all genres and monitors everything we add to make sure we don't play what is being played commercially.

NEWS AND SPORTS

Our mission to provide programming that is not available anywhere else also guides our non-music programming. These departments work to cover stories and issues that are not part of the mainstream

media. It looks for issues that are ignored, but still vitally important to students and to Austin. We stay away from sensational stories that have no real significance (Bob discovered leading a double life, married to twin sisters!) and gravitate towards stories that may not have the cheap thrill, but do have the substance. There is absolutely no room for sensational stories of little substance that are being shamelessly over-covered by mainstream media already.

No OJ, Tonya or Michael Jackson. EVER.

You might say, "But that's what the people want to hear!" But, like with music programming, we are not here to appeal to the masses; we are here to provide programming that doesn't happen somewhere else.

The news and sports departments should be unbiased and somewhat professional. The anchor or reporter should not make his or her personal opinion a part of the story. As a whole, the departments should not have a decidedly partisan bent. About being professional — we are not forever uptight, but we try not to laugh at the stories we read or fill in the last few minutes of a cast with a soap opera update. We want news and sports to be respected as a source of reliable and meaningful information.

COMMUNITY AFFAIRS

Community affairs programs should keep in mind the same ideas about avoiding sensationalism in favor of substance. While a particular show may have a particular political perspective, the department as a whole should work to represent a variety of opinions. The community affairs shows also relate to issues that affect the UT and Austin community.

PRODUCTION

The production department completes our on-air sound. All of the pre-produced underwriting and promotional spots that are broadcast are made by the production department. The spots are original, creative, and unlike anything you'll hear on commercial radio.

Thanks to the production department, we now have a weekly live music show. Bands come into the station and play a normal set (not acoustically), which is broadcast live. We were able to produce a high quality CD using the recordings from the Local Live, which publicized the station and the bands.

BUSINESS

The business department is as essential to the station as programming and production. Just because we are a non-commercial station doesn't mean we don't have to make money or promote the station. That's where the business department steps in.

UNDERWRITING

The underwriting department is how we make most of our money. However, we still follow the ideals that guide our programming department. Small, locally owned businesses that can't afford to advertise commercially, or who support the KVRX mission, are our main target. We try not to offer our underwriting services and air time to corporations who can afford to buy up air time on commercial

radio and television. Once the air time is sold, our in-house production department produces high-quality, professional (but not commerical) sounding underwriting spots.

FUNDRAISING

KVRX fundraising raises money for the station while giving local bands a chance to perform in front of an audience. While a more commercially known band would probably bring in more money and a benefit, booking a band like that would stray from our mission of providing diversity and music not heard anywhere else.

PUBLIC RELATIONS

The public relations department promotes all of our fundraising events, as well as shows on the station and the station itself. The PR department gets the word out to the community that we are providing an alternative to the drivel heard on commercial radio.

IV. PURSE STRINGS - THE KVRX BUDGET

The budget is formulated in March of each year by the Station Manager, Broadcast Advisor, and TSP General Manager, and administered in a fiscal year which runs September 1 to August 31. Our budget is public record and copies of each year's budget can be obtained at TSP.

KVRX receives a large portion of its funding from the Student Services Fees. However, we are still responsible for raising a part of our budget every year.

V. LET'S MEET THE FAMILY: KVRX, TSP, UT

UT SYSTEM AND ADMINISTRATION

As far as the UT administration goes, KVRX has very little to do with and does not report to anyone in the tower directly. The UT Board of Regents holds our FCC license and provides us with space to work. There is a "Declaration of Trust" through which the administration delegates responsibility for KVRX to Texas Student Publications . . .

TSP (TEXAS STUDENT PUBLICATIONS)

TSP is entrusted by the UT System Board of Regents with the responsibility of the management of the assets and operations of all student media on campus, including *The Daily Texan*, *Cactus* yearbook, *Peregrinus* law school yearbook, KVRX Student Radio, and Texas Student Television. The "Declaration of Trust" shields student media from direct control of the regents (late breaking story — Regent Joe Bob has recently been under investigation . . .) and shields (in theory) the regents from lawsuits against a student media entity.

TSP is run by a board composed of three students from the College of Communications, three student elected at-large, two professional journalists, two faculty from the College of Communications, and one

faculty member from the School of Business. All non-student members are appointed by the UT President.

The Board is required by its Handbook to delegate the operations and management of the student media units to (1) a central administrative staff within TSP and (2) the various student editors/managers of the media units and their student staffs. TSP administration is run by a General Manager (Kathy Lawrence), who, with the advisors to each media unit and various accounting and other professional staffers, works with the student management to oversee the business operations of each unit. Each advisor serves in an advisory role only with respect to the content of programming/printed page.

Each year the TSP Board appoints a Station Manager for KVRX, who must have received a 30% vote of approval from the KVRX Staff. This Station Manager is responsible to the Board for managing KVRX business and programming affairs.

THE BROADCAST ADVISOR

The Broadcast Advisor is a paid professional who is a resource for KVRX. The Broadcast Advisor is limited to an advisory role. S/he cannot censor the content of programming or material published by the KVRX staffers. (KVRX is "censored" only in that it must comply with FCC laws and regulations.) The Broadcast Advisor, upon the Station Manager's request, serves as a liaison between KVRX and various UT departments and advises on all FCC concerns.

VI. THE BUREAUCRATIC BUFFET: KVRX MANAGEMENT

KVRX management and staff is made up wholly of students. Management is meant to be as democratic as possible (assuming the true nature of democracy hasn't been totally lost). The entire staff makes KVRX what it is. Management merely executes. Sometimes, the staff executes. Task Forces of staff members are created to tackle important issues (for example, going FM, Texas Radio Conference, and the Cooking by Strobelight CD). Special meetings are held on controversial station issues (for example, business and indecency policies) so that the decision can come from the staff, not just management.

If ever you do or do not like what you see happening to the station or to certain areas of the station, speak up at a staff meeting or talk with the Station Manager or appropriate director. **Never let things happen, never be passive and always challenge authority.**

STATION MANAGER: Provide leadership and encouragement to make KVRX happen; serve as acting voice of KVRX; establish a Program Schedule with Program Directors; hire management staff; seek best interest of KVRX and fight for it.

PROGRAM MANAGERS: Report to the Station Manager; oversees all music programming concerns; hire, train, evaluate and maintain a DJ staff; dance suggestively with anyone; put together the Program Schedule.

- **MUSIC DIRECTORS:** Report to the Program Manager; oversee solicitation, cataloging, reviewing, and rotation of new music, maintaining the library, etc.

PRODUCTION MANAGER:

- **TECHNICAL DIRECTOR:**
- **LOCAL LIVE DIRECTOR:**

NEWS MANAGER: Reports to the Station Manger; oversees all non-music programming (News, Sports, Community Affairs); carry the magic suitcase at all times; hires, trains, evaluates, and maintains and anchor and reporter staff.

COMMUNITY AFFAIRS DIRECTOR: Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Community Affairs staff; responsible for creating 10 hours of community programming per week.

SPORTS DIRECTOR: Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Sports anchors, producers and reporters.

BUSINESS MANAGER: Reports to the Station Manager; manages different business departments

UNDERWRITING DIRECTOR: Reports to the Business Manager; responsible for sales of underwriting spots on the air and event sponsorships.

FUNDRAISING DIRECTOR:

PUBLIC RELATIONS DIRECTOR: Reports to the Business Manager; responsible for coordinating all station publicity (flyers, ads, press releases, etc.) and promotions (ticket/merchandise giveaways, special events, associations with businesses)

VOLUNTEER DIRECTOR:

VII. RULES & REGS: KVRX POLICIES

RESPONSIBILITIES

KVRX Staff Meetings

General staff meetings are **every other Wednesday at 7:00 PM**. A lot of stuff goes on at the station, this is our best chance to keep everyone informed. This is also the time that we take station votes on deals with KO.OP, business policy and the like. They really aren't too long or too boring and we eat and drink beer afterwards.

Policy concerning missed meetings —

Strike 1 = Probation, Strike 2 = Suspension, Strike 3 = Termination

If you miss three, you will lose your job for this semester and maybe the next. If you have a time conflict that keeps you from attending any or all staff meetings, tell the Program Managers as soon as possible.

Volunteer Hours

We aren't sure why we call them volunteer hours when you must do them. Basically, persons with an on-air position must work at least **6** hours a month in an off-air capacity. **DJs that want to just do their show and leave will cast an evil spell of mediocrity and malaise on the station, the staff and their families.** On-air work is 10% of what goes on here — we need people in business and operations if we are going to make this work. Talk with the Volunteer Director or check the bulletin boards for information about what you can do. There is a wide variety of opportunities, from working the West Mall table to reviewing records to underwriting. There's always plenty to do, and therefore never a valid excuse.

Policy concerning missed volunteer hours for one month —

Strike 1 = Probation, Strike 2 = Suspension, Strike 3 = Termination

KVRX has no room for narcissistic, primadonna DJ's, news anchors, or others who play their favorite records for their friends or pick up as many promos as they can while avoiding any real work. The backbone of this station is students who volunteer their time and talent, the people who are committed to the station goals, the people who accept the tedious and mundane work along with the glamour and fame of air-time.

**"Ask not what your country can do for you,
but what you can do for your country."**

— JFK

Are You Pissed?

If a management decision pisses you off, do something about it. Any staffer who feels that a management decision (hiring, firing, discipline, general policy, etc. — everything except hiring of KVRX Management staff by the Station Manger) was wrong may make an appeal to KVRX Management. KVRX Management can overturn the decision by a 2/3 majority vote. If the decision is not overturned, the complainant can bring the issue to the staff. The KVRX staff can overturn the decision by a 2/3 vote. If the decision is not overturned, the complainant can bring the issue to the TSP Board. Talk with the station manager about beginning this process.

Do Not Steal

Probably the most heinous crime you can commit at KVRX is the theft of station property. Just because we get lots of records and CDs from record companies doesn't mean you can feel free to walk away with them. **This hurts our reputation with record companies. This also FUCKS your favorite band BADLY since you are keeping their music away from the listening public.** If you have an overwhelming desire to hear a record, buy it yourself or tape it in the production room when the room isn't being used for station business. Also, do not steal giveaways or office supplies. If you are caught stealing there are no warnings, no suspensions — only **immediate termination and prosecution.** We are talking police, court, fines and jail time. Please have some respect for the honest folks that work here to make this the greatest radio station in the country. Stealing from the station is stealing our dream.

OFFICE ETIQUETTE

Some suggestions for a user-friendly office...

Phone-A-Rama

1) ***The Business Line:*** **471-5106** This number has three 'terms,' (lines) which are the first, second, and fifth button on each phone at the station. DJ's will not answer this line, so if you're in the business office, answer it.
2) ***The Request Line*** : **495-KVRX, 495-5879** The DJ will answer this line. Do not answer it or use it unless the other three lines are full.
3) ***The Fax Line:*** **471-8177 or 471-1576** The second number is at TSP. It is a backup if the machine at the station is not working.

4) ***Phone Etiquette:*** While you are in the KVRX offices or control room, do NOT answer the phone in the following manners: "What?", "Yeah", "Hello", "Bob's House of Flesh, may I cook you?" Try to maintain a sense of professionalism, i.e. "91.7 KVRX.", "91.7 KVRX, Can I help you?". We have a lot of important and unimportant people calling all day long. Try to make them feel important no matter who they may be. And try to be helpful to callers. If you don't know the answer to their question, find out or refer it to someone who might be able to help them.
5) ***Messages:*** Scattered about the office are message pads for taking messages. If a caller asks for someone who's not around, offer to take a message. Get the caller's name and number, and then fill out the message pad completely. It is incredibly annoying to receive an incomplete, illegible, or otherwise screwed-up message. After taking a few seconds to completely fill out a message, put it up on the message board.
6) ***Home Phone Numbers:*** Don't give these out, even if it's Ed McMahon, unless you know the person on the line. There are obsessed fans out there with less than friendly intentions.
7) ***Address:*** Our mailing address is **P.O. Box D, Austin, TX 78713-7209**. Our delivery address for UPS is **2500 Whitis, Building C, Austin TX 78705.**

Taking Care of the Station

We try to be Earth friendly — we try to recycle. Aluminum cans go in the trashcan in the hallway. Office paper and newspaper goes in the blue trashcans; this gets picked up by the custodians. Please clean up after yourself. Confine artistic expressions to the walls inside KVRX. Do not mark on the walls, doors, or signs outside KVRX or on any equipment.

Parking Smarking

We are fortunate to have six "B" spaces on 21st Street available for KVRX staff members to park their cars ***while doing short-term station business.*** The spaces are ours and ours only, 24 hours a day. Unfortunately, these six spots must accommodate a staff of nearly 200 people. If you can get to the station by bus, bike or foot, DO IT. Do not ever have your car in "B" parking when you are in class or at the library.

If your car is caught in a "B" space when you are not at the Station you will be given a warning. The second time your parking permit will be revoked.

Computers

These are for station business. If one is free you can work on something personal, but **DO NOT SAVE PERSONAL FILES ON THE HARD DRIVE. DO NOT ADD ANYTHING TO OR DELETE ANYTHING FROM THE HARD DRIVE. DO NOT PRINT.** Paper and toner for everyone's "it's only 5 pages" English paper costs too much money.

EMPLOYMENT POLICY

- The Station Manager is approved by the KVRX Staff and appointed by the TSM Board to a one-year term beginning on June 1 of each year.

- Each semester, the Station Manager defines the management structure. S/he also defines the job descriptions for each position and determines how the allotted money for management pay will be divided.
- All Managers and Directors are hired for semester long terms by the Station Manager.
- If you are applying for a management position, you give consent for your name to be known to all staff members as an applicant.
- With respect to hiring of paid or volunteer staff, KVRX does not discriminate on the basis of race, color, religion, sex, national origin, handicap, age, citizenship status, veteran's status, or sexual preference(s). In all situations, the best-qualified candidate will be hired.

VIII. CONCLUSION

"KVRX . . . won the 'Station of the Year' award last weekend at the National Association of College Broadcasters convention in Rhode Island . . . for overall excellence."

— John Herndon, *Austin American Statesman*, November 17, 1994

While we're on an attitude kick, everyone should get this through their heads: KVRX is not *just* college radio. We *are* one of the more highly-respected stations in the nation. In addition to being named Station of the Year by NACB *while still on cable*, we were invited to report to Gavin in 1994, *also while still on cable*. Gavin is an exclusive industry trade magazine that has invited only a handful of cable stations to report. We *are* an innovator in non-play listed, artist-oriented music programming. In our few years of life, KVRX has managed to garner much special recognition. Here's a few notables:

National Association of College Broadcasters	Station of the Year, 1994 One of top five Stations of the Year, 1993
Gavin	Invited to Report, 1994
Austin Chronicle Music Poll	Fourth Best Radio Station, 1996-97 Best Sleeve Art *(Cooking By Strobelight)*, 1996-97 Ninth Best CD or LP *(Cooking By Strobelight)*, 1996-97 Sixth and Tewlfth Best Radio Programs, 1996-97 Fifth Best Radio Station, 1995-96 Third Best Thing to Happen in Austin, 1995-96
Details Magazine	One of the best radio stations in America, 1991

To continue the tradition, remember this — you could get by with an OK radio show, newscast, talk show or whatever. But if you are going to do it at all, why not BE EXCELLENT? Why not go beyond how it was done before and what people expect you to do? More than any job you might later have in the real world, you have any incredible impact on the final product. KVRX is one of the biggest cultural forces to slap this city around in a long time. Challenging people and bringing down barriers is a huge responsibility. This is ***your*** radio station. **Don't make do, make it great!**

With Love,
The staff of KVRX

I. LE GRANDÉ AND OBLIGATORY INTRO

"There is a theory which states that if ever anyone discovers what the universe is for and why it is here, it will instantly disappear and be replaced by something more bizarre and inexplicable. There is another theory that states this has already happened."

— Douglas Adams

If ever there were words that captured the true spirit of KVRX, these are they: always changing, always progressing. With that said, welcome to the Halls of KVRX – ***your*** Student Radio Station – the best college radio station in the country, as recognized by the National Association of College Broadcasters in 1994. And congratulations! You have made the dubious decision to become radioactive, to broaden the normal bounds of what a radio station can do, to challenge our culture and society. At KVRX, we create as much room and artistic freedom as possible for every single person to contribute their ideas and bring their visions to life. And this is **the** best place to do just that: a place where everyone can come together, learn, and delight in each others' talents and share them with our listeners. So take advantage of the opportunity. This is your chance!

II. THE SHORT, HAPPY LIFE OF KVRX

WHERE DID I COME FROM?

91.7 KVRX FM is one of two radio stations owned by the University of Texas. The other is 90.5 KUT FM, the National Public Radio affiliate. Paid professionals run KUT; student volunteers run KVRX.

KVRX began broadcasting over the cable system as KTSB on April 11, 1988, after two years of intense efforts by the predecessor to KTSB, the Student Radio Task Force (SRTF). The SRTF, a Student Association committee which got off the ground in the Spring of 1986, was the last in a long line of groups which had attempted to bring student radio to UT-Austin over the years. In 1987, the SRTF proposed a formal relationship with TSP (Texas Student Publications) to fit a radio station into the administrative structure of UT. TSP accepted. Through fundraisers and grants, the SRTF found the money and broadcast equipment to start KTSB.

THE BATTLE FOR FM

Always looking towards FM, the next several years were spent in negotiations with a community group, KO.OP radio, for the last remaining non-commercial FM frequency. In June of 1993, KTSB and KO.OP asked the FCC to approve a time-share agreement that would allow the two stations to share the frequency. KVRX would broadcast nights, 7 PM to 9 AM Monday-Friday and 10 PM to 9 AM Saturday-Sunday. KO.OP would broadcast the remaining FM hours. KVRX would continue to broadcast on cable.

And then, in July....

"ACCORDINGLY, IT IS ORDERED that the joint request for the approval of Share-time Agreement filed June 28, 1993, by Texas Educational Broadcasting Co-Operative, Inc. and the University of Texas at Austin IS GRANTED and that the attached agreement IS APPROVED."

— FCC Review Board, July 21, 1993

- If you are applying for a management position, you give consent for your name to be known to all staff members as an applicant.
- With respect to hiring of paid or volunteer staff, KVRX does not discriminate on the basis of race, color, religion, sex, national origin, handicap, age, citizenship status, veteran's status, or sexual preference(s). In all situations, the best-qualified candidate will be hired.

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With Love,
The staff of KVRX

In September of 1993, the FCC issued our construction permit. Work then began with the city to obtain a tower site. In January of 1994, KTSB became KVRX since an FM station in the midwest already used those call letters.

After a mere nine months of work with the city, a tower site land lease agreement was signed in June of 1994. This allowed UT to build the tower on city land in exchange for UT allowing the city to place communications equipment on the tower. Bids went out the same afternoon, and construction began in the fall.

THE ARRIVAL OF FM

The tower itself was built in one day — October 24, 1994. The transmitter was installed, followed by a period of testing, then . . .

"[Flipping the FM switch] marked the end of something.
But like the end of a pregnancy, it also marked the beginning of something bigger."

— John Herndon, *Austin American Statesman*, November 17, 1994

With staff and friends at Sholtz's Beer Garten, Station Manager Carol Teixeria pressed the magic button on a touch tone phone (the pound sign) to turn on the tower and began our FM broadcast. The first DJ was April Joseph, the first song was "FM" by The Slits. At the station, the request lines were jammed. The madness had begun.

If all of us FM WonderKids should take a minute to remember those who sacrificed their personal life, their GPA, and their sanity for the promise of FM, especially those like Kevin Tureff and Sarah Beechner who started all of this. Before the glamour of airtime (even cable or Internet time), they organized, researched, and lobbied to make KVRX a reality. They deserve our thanks and worship.

The Death of Cable FM and The Birth of Real Audio

KVRX continued to broadcast on cable across Austin through Time Warner and on UT campus and dorm cable. This worked well as a method of daytime broadcast until we received an interesting letter from Austin Cablevision. On May 1st, 1998, they began to use the 99.5 FM signal for test tones, so they say, leaving no method of recourse since the FCC has no real policy regarding cable FM.

There was, however, a proverbial silver lining to all this. At the very same time, KVRXer Gary Dickerson and outgoing Station Manager Mike Heidenreich (1997-98) were putting together a master plan to get KVRX broadcasting on the Internet. Along with the help of Chief Engineer Bob Nagy, Real Audio broadcasting became a reality in June of 1998, and can be reached through our homepage: www.utexas.edu/students/kvrx.

The Big Move

KVRX's previous office and studio space were, well, let's say modest. One main office, the DJ booth, a tiny rear office space, a bathroom, and the production room were all we had. This space, located on 21st Street behind Campus Computers and between Moore Hill Dorm and Gregory Gym, was beginning to feel a little cramped was looking a little shabby after ten years of 'round-the-clock use.

The Board is required by its Handbook to delegate the operations and management of the student media units to (1) a central administrative staff within TSP and (2) the various student editors/managers of the media units and their student staffs. TSP administration is run by a General Manager (Kathy Lawrence), who, with the advisors to each media unit and various accounting and other professional staffers, works with the student management to oversee the business operations of each unit. Each advisor serves in an advisory role only with respect to the content of programming/printed page.

Each year the TSP Board appoints a Station Manager for KVRX, who must have received a 30% vote of approval from the KVRX Staff. This Station Manager is responsible to the Board for managing KVRX business and programming affairs.

THE BROADCAST ADVISOR

The Broadcast Advisor is a paid professional who is a resource for KVRX. The Broadcast Advisor is limited to an advisory role. S/he cannot censor the content of programming or material published by the KVRX staffers. (KVRX is "censored" only in that it must comply with FCC laws and regulations.) The Broadcast Advisor, upon the Station Manager's request, serves as a liaison between KVRX and various UT departments and advises on all FCC concerns.

VI. THE BUREAUCRATIC BUFFET: KVRX MANAGEMENT

KVRX management and staff is made up wholly of students. Management is meant to be as democratic as possible (assuming the true nature of democracy hasn't been totally lost). The entire staff makes KVRX what it is. Management merely executes. Sometimes, the staff executes. Task Forces of staff members are created to tackle important issues (for example, going FM, Texas Radio Conference, and the Cooking by Strobelight CD). Special meetings are held on controversial station issues (for example, business and indecency policies) so that the decision can come from the staff, not just management.

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PROGRAM MANAGERS: Report to the Station Manager; oversees all music programming concerns; hire, train, evaluate and maintain a DJ staff; dance suggestively with anyone; put together the Program Schedule.

- **MUSIC DIRECTORS:** Report to the Program Manager; oversee solicitation, cataloging, reviewing, and rotation of new music, maintaining the library, etc.

PRODUCTION MANAGER:

- **TECHNICAL DIRECTOR:**
- **LOCAL LIVE DIRECTOR:**

NEWS MANAGER: Reports to the Station Manger; oversees all non-music programming (News, Sports, Community Affairs); carry the magic suitcase at all times; hires, trains, evaluates, and maintains and anchor and reporter staff.

After much searching, planning, and a renovation fund of $xx,xxx from TSP, a space three times our previous one was located in the old Student Services Building. It took a lot of boxes, shelving of CDs, wiring, and hard work, but on February 24th, 1999, the station began broadcasting from its current location. All this was done with the help of just about everyone, especially then Station Manager Mark Miller (1998-99), Mike Heidenreich, Tech Director Brad Avenson, Broadcast Advisor Steve Metze, and people from both TSP and the UT Physical Plant (when they weren't on break). The move was a milestone: perhaps the best thing to happen to KVRX since going FM.

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"The purpose of KVRX shall be twofold: (1) to provide students with an opportunity to receive experience working and managing a radio station, and (2) to serve as an alternative radio station in the Austin market with programming for and about students and the environment of which they are a part. KVRX shall strive to become the voice of the students at the University of Texas."

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This is the foundation on which KVRX is built. Of course there is a lot more behind what KVRX does and is and how we go about getting there, especially with this tired word — *alternative*. What does it mean and what the hell are we trying to do anyway?

PROGRAMMING

KVRX provides more artistic freedom than probably any commercial station and many college radio stations. Nobody tells our DJs what to play; there is a great deal of freedom with which each DJ can express his/her unique talents and preferences. However, it is important to remember (especially when reading the "rules" section) that we made an agreement with the FCC to stick to our mission.

Provide programming that is not provided by elsewhere.

KVRX is non-commercial radio. This means that our most important mission is to serve the UT, Austin, and (since recently) world communities. The idea behind public radio and TV frequencies is explained in this quote:

"Inherent in that mission of public broadcasting is its role as an alternative to commercial broadcasting which is driven by a concern for the marketplace and therefore fails to capture many of the values we hold dear, such as excellence, creativity, responsibility, community, diversity, concern for others, and intellectual achievement."

— 20th Century Task Force

Perhaps it belongs in a Hallmark card, but it's probably the one of the few good ideas this government has come up with. Since there is a limited number of radio and TV frequencies available all working with the lowest common denominator to get the greatest number of listeners, they felt that many of the interests and needs of the community would not be met. They reserved a few frequencies for non-commercial stations that would fill in the gaps by providing community-oriented programming not available on the commercial stations.

KVRX has no room for narcissistic, primadonna DJ's, news anchors, or others who play their favorite records for their friends or pick up as many promos as they can while avoiding any real work. The backbone of this station is students who volunteer their time and talent, the people who are committed to the station goals, the people who accept the tedious and mundane work along with the glamour and fame of air-time.

"Ask not what your country can do for you,
but what you can do for your country."

— JFK

Are You Pissed?

If a management decision pisses you off, do something about it. Any staffer who feels that a management decision (hiring, firing, discipline, general policy, etc. — everything except hiring of KVRX Management staff by the Station Manger) was wrong may make an appeal to KVRX Management. KVRX Management can overturn the decision by a 2/3 majority vote. If the decision is not overturned, the complainant can bring the issue to the staff. The KVRX staff can overturn the decision by a 2/3 vote. If the decision is not overturned, the complainant can bring the issue to the TSP Board. Talk with the station manager about beginning this process.

Do Not Steal

Probably the most heinous crime you can commit at KVRX is the theft of station property. Just because we get lots of records and CDs from record companies doesn't mean you can feel free to walk away with them. **This hurts our reputation with record companies. This also FUCKS your favorite band BADLY since you are keeping their music away from the listening public.** If you have an overwhelming desire to hear a record, buy it yourself or tape it in the production room when the room isn't being used for station business. Also, do not steal giveaways or office supplies. If you are caught stealing there are no warnings, no suspensions — only **immediate termination and prosecution.** We are talking police, court, fines and jail time. Please have some respect for the honest folks that work here to make this the greatest radio station in the country. Stealing from the station is stealing our dream.

OFFICE ETIQUETTE

Some suggestions for a user-friendly office...

Phone-A-Rama

1) ***The Business Line:*** **471-5106** This number has three 'terms,' (lines) which are the first, second, and fifth button on each phone at the station. DJ's will not answer this line, so if you're in the business office, answer it.
2) ***The Request Line*** : **495-KVRX, 495-5879** The DJ will answer this line. Do not answer it or use it unless the other three lines are full.
3) ***The Fax Line:*** **471-8177 or 471-1576** The second number is at TSP. It is a backup if the machine at the station is not working.
4) ***Phone Etiquette:*** While you are in the KVRX offices or control room, do NOT answer the phone in the following manners: "What?", "Yeah", "Hello", "Bob's House of Flesh, may I cook you?" Try to maintain a sense of professionalism, i.e. "91.7 KVRX.", "91.7 KVRX, Can I help you?". We have a

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"KTSB radio is exposing listeners to a diversity of programming available only through a student-supported non-commercial university radio station (New Age, Oriental World music, Occidental World music, Blues, New Age Electronic, Reggae, Psychedelic, Industrial, Hip Hop, Poetry, etc.)."

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Only a handful of genres are represented by commercial radio. One of the ways that we work for the community is by providing an outlet for the other genres that are out there. Our diversity is also part of the basis of our status as non-commercial, i.e., educational radio. We don't teach the alphabet like public television, but we do teach about genres that people would otherwise never hear. Granted, it is not easy to be knowledgeable about so many different kinds of music. It's much easier to play college rock or whatever other genre is your personal favorite. That is not an option at KVRX. That is why we maintain the following hourly requirements for a Free Form show:

5 different genres
5 different albums from the "new bin"
2 Texas artists

These can, within each hour, overlap, i.e. a Texas jazz artist covers one genre and one Texas artist. Specialty Shows, while they may not follow these rules, are in no way an exception to our *mission*. We have the same expectations for our Specialty Show DJs continually to increase their knowledge of and love for their music.

Is this a tyranny? Is this the end result of over-zealous, power-tripping management? No, this is our attempt to provide quality programming for Austin. It is our commitment to let lesser-represented genres be heard and let listeners learn about music they would never hear without KVRX. This is not a burden; it is the spirit of KVRX. It sets us apart from the streamlined and predictable sounds of commercial radio and gives the listeners the musical adventure of a lifetime.

NEWS AND SPORTS: No Monica, NFL, or celebrity breast reductions. EVER.

Our mission to provide programming that is not available anywhere else also guides our non-music programming. The News and Sports departments work to cover stories and issues that are not part of the mainstream media. It looks for issues that are ignored, but still vitally important to students and to Austin. We stay away from sensational stories that have no real significance (Bob discovered leading a double life, married to twin sisters!) and gravitate towards stories that may not have the cheap thrill, but do have the substance.

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No ~~Monica~~, OJ, or celebrity ~~plastic surgery~~. EVER.

You might say, "But that's what the people want to hear!" But, like with music programming, we are not here to appeal to the masses; we are here to provide programming that our listeners cannot hear elsewhere.

The News and Sports Departments should be unbiased and somewhat professional. The anchor or reporter should not make his or her personal opinion a part of the story. As a whole, the departments should not have a decidedly partisan bent. About being professional — we are not forever uptight, but we try not to laugh at the stories we read or fill in the last few minutes of a cast with a soap opera update. We want News and Sports to be respected as a source of reliable and meaningful information.

COMMUNITY AFFAIRS

Community Affairs Programming should keep in mind the same ideas about avoiding sensationalism in favor of substance. While a particular show may have a ~~particular~~ political perspective, the department as a whole should work to represent a variety of opinions. The Community Affairs shows also relate to issues that affect the UT and Austin community.

PRODUCTION

The Production Department completes our on-air sound. Our volunteer producers make all of the pre-produced underwriting and promotional spots that are broadcast on everyone's shows. The spots are original, creative, and unlike anything you'll hear on commercial radio.

Thanks to the Production Department, four years worth of Sunday nights have been filled with the sounds of rockin' music – Local Live. We were able to produce three high-quality, award-winning CDs using the recordings from Local Live, which have publicized both the station and the bands. Local Live Volume Four is in the works as you read.

BUSINESS

The Business Department is as essential to the station as programming and production. Just because we are a non-commercial station doesn't mean we don't have to make money or promote the station. That's where the Business Department steps in.

The underwriting department is how we make most of our money. However, we still follow the ideals that guide our programming department. Small, locally owned businesses that can't afford to advertise commercially, or who support the KVRX mission, are our main target. We try not to offer our underwriting services and air time to corporations who can afford to buy up air time on commercial radio and television. Once the airtime is sold, our in-house production department produces high-quality, professional (but not commerical) sounding underwriting spots.

You might say, "But sensational bullshit is what the people want to hear!" But, as with music programming, we are not here to appeal to the masses; we exist to provide programming that our listeners cannot hear elsewhere. KVRX gravitates towards unheard stories and unsung sports heroes, like UT lacrosse players.

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The Production Department completes our on-air sound. Community Programming and News rely on student engineers and producers to facilitate shows that require more speakers than our DJ booth can handle. Our volunteer producers also make all of the pre-produced underwriting and promotional spots that are broadcast on everyone's shows. The spots are original, creative, and unlike anything you'll hear on commercial radio.

Thanks to the Production Department, four years worth of Sunday nights have been filled with the sounds of rockin' music: Local Live. We were able to produce three high-quality, award-winning CDs using the recordings from Local Live, which have publicized both the station and the bands. With the recent addition of a new digital audio editing system, thanks to $xx,xxx in special funds from TSP, we can now record, master, and complete the entire project in our own studios. Local Live Volume Four is in the works as you read.

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FUNDRAISING

KVRX fundraising raises money for the station while giving local bands a chance to perform in front of an audience. While a more commercially known band would probably bring in more money and a benefit, booking a band like that would stray from our mission of providing diversity and music not heard anywhere else.

PUBLIC RELATIONS

The public relations department promotes all of our fundraising events, as well as shows on the station and the station itself. The PR department gets the word out to the community that we are providing an alternative to the drivel heard on commercial radio.

IV. PURSE STRINGS - THE KVRX BUDGET

The budget is formulated in March of each year by the Station Manager, Broadcast Advisor, and TSP General Manager, and administered in a fiscal year which runs September 1 to August 31. Our budget is public record and copies of each year's budget can be obtained at TSP.

KVRX receives a large portion of its funding from the Student Services Fees. However, we are still responsible for raising a part of our budget every year.

V. LET'S MEET THE FAMILY: KVRX, TSP, UT

UT SYSTEM AND ADMINISTRATION

As far as the UT administration goes, KVRX has very little to do with and does not report to anyone in the tower directly. The UT Board of Regents holds our FCC license and provides us with space to work. There is a "Declaration of Trust" through which the administration delegates responsibility for KVRX to Texas Student Publications . . .

TSP (TEXAS STUDENT PUBLICATIONS)

TSP is entrusted by the UT System Board of Regents with the responsibility of the management of the assets and operations of all student media on campus, including *The Daily Texan*, *Cactus* yearbook, *Peregrinus* law school yearbook, KVRX Student Radio, and Texas Student Television. The "Declaration of Trust" shields student media from direct control of the regents (late breaking story — Regent Joe Bob has recently been under investigation . . .) and shields (in theory) the regents from lawsuits against a student media entity.

TSP is run by a board composed of three students from the College of Communications, three student elected at-large, two professional journalists, two faculty from the College of Communications, and one faculty member from the School of Business. All non-student members are appointed by the UT President.

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The public relations department promotes all of our fundraising events, as well as shows on the station and the station itself. The PR department gets the word out to the community that we are providing an alternative to the drivel heard on commercial radio. PR must also work to revitalize continually our ever-changing staff, by seducing as many unsuspecting new volunteers as possible.

KVRX's Newsletter, The Call Letter, is an ongoing PR venture. An editor collects ~~the~~ gathers ~~events~~ writings from ~~staff~~ KVRX volunteers to promote both the station and the underdogs up Heard for.

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MUSIC

The Music Department makes the diversity of our programming possible. They acquire music of all genres and monitor everything we add to make sure we don't play what is being played commercially. Our Music Directors refresh the new bin weekly, so that it never gets old or starts to smell funny.

NEWS AND SPORTS

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- **COMMUNITY AFFAIRS DIRECTOR:** Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Community Affairs staff; responsible for creating 10 hours of community programming per week.
- **SPORTS DIRECTOR:** Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Sports anchors, producers and reporters.

Station Manager can make informed decisions that best serve ~~the~~ KVRX

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BUSINESS MANAGER: Reports to the Station Manager; manages different business departments

UNDERWRITING DIRECTOR: Reports to the Business Manager; responsible for sales of underwriting spots on the air and event sponsorships.

FUNDRAISING DIRECTOR:

PUBLIC RELATIONS DIRECTOR: Reports to the Business Manager; responsible for coordinating all station publicity (flyers, ads, press releases, etc.) and promotions (ticket/merchandise giveaways, special events, associations with businesses)

VOLUNTEER DIRECTOR:

VII. RULES & REGS: KVRX POLICIES

RESPONSIBILITIES

KVRX Staff Meetings

General staff meetings are **every other Wednesday at 7:00 PM, and attendance is required of all DJs, managers, and directors**. A lot of stuff goes on at the station, this is our best chance to keep everyone informed. They really aren't too long or too boring and usually the managers make fools of themselves.

Volunteer Hours

We aren't sure why we call them volunteer hours when you must do them. Basically, persons with an on-air position must work at least **6** hours a month in an off-air capacity. **DJs that want to just do their show and leave will cast an evil spell of mediocrity and malaise on the station, the staff and their families.** On-air work is 10% of what goes on here — we need people in business and operations if we are going to make this work. Talk with the Volunteer Director or check the bulletin boards for information about what you can do. There is a wide variety of opportunities, from working the West Mall table to reviewing records to underwriting. There's always plenty to do, and therefore never a valid excuse.

Policy concerning missed volunteer hours for one month —

Strike 1 = Probation, Strike 2 = Suspension, Strike 3 = Termination

KVRX has no room for narcissistic, primadonna DJ's, news anchors, or others who play their favorite records for their friends or pick up as many promos as they can while avoiding any real work. The backbone of this station is students who volunteer their time and talent, the people who are committed to the station goals, the people who accept the tedious and mundane work along with the glamour and fame of air-time.

**"Ask not what your country can do for you,
but what you can do for your country."**

— JFK

Are You Pissed?

COMMUNITY AFFAIRS DIRECTOR: Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Community Affairs staff; responsible for creating 10 hours of community programming per week.

SPORTS DIRECTOR: Reports to the News Manager; hires, schedules, trains, disciplines, and evaluates Sports anchors, producers and reporters.

BUSINESS MANAGER: Reports to the Station Manager; manages different business departments

UNDERWRITING DIRECTOR: Reports to the Business Manager; responsible for sales of underwriting spots on the air and event sponsorships.

FUNDRAISING DIRECTOR:

PUBLIC RELATIONS DIRECTOR: Reports to the Business Manager; responsible for coordinating all station publicity (flyers, ads, press releases, etc.) and promotions (ticket/merchandise giveaways, special events, associations with businesses)

VOLUNTEER DIRECTOR:

VII. RULES & REGS: KVRX POLICIES

RESPONSIBILITIES

KVRX Staff Meetings

General staff meetings are **every other Wednesday at 7:00 PM**. A lot of stuff goes on at the station, this is our best chance to keep everyone informed. This is also the time that we take station votes on deals with KO.OP, business policy and the like. They really aren't too long or too boring and we eat and drink beer afterwards.

Policy concerning missed meetings —

Strike 1 = Probation, Strike 2 = Suspension, Strike 3 = Termination

If you miss three, you will lose your job for this semester and maybe the next. If you have a time conflict that keeps you from attending any or all staff meetings, tell the Program Managers as soon as possible.

Volunteer Hours

We aren't sure why we call them volunteer hours when you must do them. Basically, persons with an on-air position must work at least **6** hours a month in an off-air capacity. **DJs that want to just do their show and leave will cast an evil spell of mediocrity and malaise on the station, the staff and their families.** On-air work is 10% of what goes on here — we need people in business and operations if we are going to make this work. Talk with the Volunteer Director or check the bulletin boards for information about what you can do. There is a wide variety of opportunities, from working the West Mall table to reviewing records to underwriting. There's always plenty to do, and therefore never a valid excuse.

Policy concerning missed volunteer hours for one month —

Strike 1 = Probation, Strike 2 = Suspension, Strike 3 = Termination

If a management decision pisses you off, do something about it. Any staffer who feels that a management decision (hiring, firing, discipline, general policy, etc. — everything except hiring of KVRX Management staff by the Station Manger) was wrong may make an appeal to KVRX Management. KVRX Management can overturn the decision by a 2/3 majority vote. If the decision is not overturned, the complainant can bring the issue to the staff. The KVRX staff can overturn the decision by a 2/3 vote. If the decision is not overturned, the complainant can bring the issue to the TSP Board. Talk with the station manager about beginning this process.

The most closely involved resolved Manager or Director

Do Not Steal

Probably the most heinous crime you can commit at KVRX is the theft of station property. Just because we get lots of records and CDs from record companies doesn't mean you can feel free to walk away with them. **This hurts our reputation with record companies. This also FUCKS your favorite band BADLY since you are keeping their music away from the listening public.** If you have an overwhelming desire to hear a record, buy it yourself or tape it in the production room when the room isn't being used for station business. Also, do not steal giveaways or office supplies. If you are caught stealing there are no warnings, no suspensions — only **immediate termination and prosecution.** We are talking police, court, fines and jail time. Please have some respect for the honest folks that work here to make this the greatest radio station in the country. Stealing from the station is stealing our dream.

OFFICE ETIQUETTE

Some suggestions for a user-friendly office...

Phone-A-Rama

two lines, and is the only KVRX business line

1) ***The Business Line:*** **471-5106** This number has three 'terms,' (lines) which are the first, second, and fifth button on each phone at the station. DJ's will not answer this line, so if you're in the business office, answer it. If your in the office, answer it according to #5.
2) ***The Request Line*** : **495-KVRX, 495-5879** The DJ will answer this line. Do not answer it or use it unless the other three lines are full.
3) ***The Fax Line:*** **471-8177 or 471-1576** The second number is at TSP. It is a backup if the machine at the station is not working.
4) ***Phone Etiquette:*** While you are in the KVRX offices or control room, do NOT answer the phone in the following manners: "What?", "Yeah", "Hello", "Bob's House of Flesh, may I cook you?" Try to maintain a sense of professionalism, i.e. "91.7 KVRX.", "91.7 KVRX, Can I help you?". We have a lot of important and unimportant people calling all day long. Try to make them feel important no matter who they may be. And try to be helpful to callers. If you don't know the answer to their question, find out or refer it to someone who might be able to help them.
5) ***Messages:*** Scattered about the office are message pads for taking messages. If a caller asks for someone who's not around, offer to take a message. Get the caller's name and number, and then fill out the message pad completely. It is incredibly annoying to receive an incomplete, illegible, or otherwise screwed-up message. After taking a few seconds to completely fill out a message, put it up on the message board. If they have a blah blah (listed #3 above)
6) ***Home Phone Numbers:*** Don't give these out, even if it's Ed McMahon, unless you know the person on the line. There are obsessed fans out there with less than friendly intentions.
7) ***Address:*** Our mailing address is **P.O. Box D, Austin, TX 78713-7209**. Our delivery address for UPS is **2500 Whitis, Building C, Austin TX 78705.**

another friendly KVRXer.

I. LE GRANDÉ AND OBLIGATORY INTRO

"There is a theory which states that if ever anyone discovers what the universe is for and why it is here, it will instatnly disappear and be replaced by something more bizarre and inexplicable. There is another theory that states this has already happened."

— Douglas Adams

If ever there were words that captured the true spirit of KVRX, these are they — always changing, always progressing. With that said, welcome to the Halls of KVRX, ***your*** Student Radio Station, the best college radio station in the country, as recognized by the National Association of College Broadcasters in 1994. And congratulations! You have made the dubious decision to become radioactive, to broaden the normal bounds of what a radio station can do, to challenge our culture and society. At KVRX, we create as much room and artistic freedom as possible for every single person to contribute their ideas and bring their visions to life. And this is **the** best place to do just that — a place where everyone can come together, learn, and delight in each others' talents and share them with our listeners. So take advantage of the opportunity. This is your chance!

II. THE SHORT, HAPPY LIFE OF KVRX

WHERE DID I COME FROM?

91.7 KVRX FM is one of two radio stations owned by the University of Texas. The other is 90.5 KUT FM, the National Public Radio affiliate. KUT is run by paid professionals; KVRX is run by student volunteers.

KVRX began broadcasting over the cable system as KTSB on April 11, 1988, after two years of intense efforts by the predecessor to KTSB, the Student Radio Task Force (SRTF). The SRTF, a Student Association committee which got off the ground in the Spring of 1986, was the last in a long line of groups which had attempted to bring student radio to UT-Austin over the years. In 1987, the SRTF proposed a formal relationship with TSP (Texas Student Publications) to fit a radio station into the administrative structure of UT. TSP accepted. Through fundraisers and grants, the SRTF found the money and broadcast equipment to start KTSB.

THE BATTLE FOR FM...

Always looking towards FM, the next several years were spent in negotiations with a community group, KO.OP radio, for the last remaining non-commercial FM frequency. In June of 1993, KTSB and KO.OP asked the FCC to approve a time-share agreement that would allow the two stations to share the frequency. KVRX would broadcast nights, 7 PM to 9 AM Monday-Friday and 10 PM to 9 AM Saturday-Sunday. KO.OP would broadcast the remaining FM hours. KVRX would continue to broadcast on cable.

And then, in July....

"ACCORDINGLY, IT IS ORDERED that the joint request for the approval of Share-time Agreement filed June 28, 1993, by Texas Educational Broadcasting Co-Operative, Inc. and the University of Texas at Austin IS GRANTED and that

Taking Care of the Station

We try to be Earth friendly — we try to recycle. Aluminum cans go in the trashcan in the hallway. Office paper and newspaper goes in the blue trashcans; this gets picked up by the custodians. Please clean up after yourself. Confine artistic expressions to the walls inside KVRX. Do not mark on the walls, doors, or signs outside KVRX or on any equipment.

Parking Smarking

We are fortunate to have six "B" spaces on 21st Street available for KVRX staff members to park their cars ***while doing short-term station business.*** The spaces are ours and ours only, 24 hours a day. Unfortunately, these six spots must accommodate a staff of nearly 200 people. If you can get to the station by bus, bike or foot, DO IT. Do not ever have your car in "B" parking when you are in class or at the library.

If your car is caught in a "B" space when you are not at the Station you will be given a warning. The second time your parking permit will be revoked.

Computers

These are for station business. If one is free you can work on something personal, but **DO NOT SAVE PERSONAL FILES ON THE HARD DRIVE. DO NOT ADD ANYTHING TO OR DELETE ANYTHING FROM THE HARD DRIVE. DO NOT PRINT.** Paper and toner for everyone's "it's only 5 pages" English paper costs too much money.

EMPLOYMENT POLICY

- The Station Manager is approved by the KVRX Staff and appointed by the TSM Board to a one-year term beginning on June 1 of each year.
- Each semester, the Station Manager defines the management structure. S/he also defines the job descriptions for each position and determines how the allotted money for management pay will be divided.
- All Managers and Directors are hired for semester long terms by the Station Manager.
- If you are applying for a management position, you give consent for your name to be known to all staff members as an applicant.
- With respect to hiring of paid or volunteer staff, KVRX does not discriminate on the basis of race, color, religion, sex, national origin, handicap, age, citizenship status, veteran's status, or sexual preference(s). In all situations, the best-qualified candidate will be hired.

VIII. CONCLUSION

"KVRX . . . won the 'Station of the Year' award last weekend at the National Association of College Broadcasters convention in Rhode Island . . . for overall excellence."

the attached agreement IS APPROVED."

— FCC Review Board, July 21, 1993

In September of 1993, the FCC issued our construction permit. Work then began with the city to obtain a tower site. In January of 1994, KTSB became KVRX since an FM station in the midwest already used those call letters.

After a mere nine months of work with the city, a tower site land lease agreement was signed in June of 1994. This allowed UT to build the tower on city land in exchange for UT allowing the city to place communications equipment on the tower. Bids went out the same afternoon, and construction began in the fall.

THE ARRIVAL OF FM

The tower itself was built in one day — October 24, 1994. The transmitter was installed, followed by a period of testing, then . . .

"It (flipping the FM switch) marked the end of something.
But like the end of a pregnancy, it also marked the beginning of something bigger."

— John Herndon, *Austin American Statesman*, November 17, 1994

With staff and friends at Sholtz's Beer Garten, Station Manager Carol Teixeria pressed the magic button on a touch tone phone (the pound sign) to turn on the tower and began our FM broadcast. The first DJ was April Joseph, the first song was "FM" by The Slits. At the station, the request lines were jammed. The madness had begun.

If all of us FM WonderKids should take a minute to remember those who sacrificed their personal life, their GPA, and their sanity for the promise of FM, especially those like Kevin Tureff and Sarah Beechner who started all of this. Before the glamour of airtime (even cable or Internet time), they organized, researched, and lobbied to make KVRX a reality. They deserve our thanks and worship.

The Death of Cable FM and The Birth of Real Audio

KVRX continued to broadcast on cable across Austin through Time Warner and on UT campus and dorm cable. This worked well as a method of daytime broadcast until we received an interesting letter from Austin Cablevision. On May 1st, 1998, they began to use the 99.5 FM signal for test tones, so they say, leaving no method of recourse since the FCC has no real policy regarding cable FM.

There was, however, a proverbial silver lining to all this. At the very same time, KVRXer Gary Dickerson and outgoing Station Manager Mike Heidenreich (1997-98) were putting together a master plan to get KVRX broadcasting on the Internet. Along with the help of Chief Engineer Bob Nagy, Real Audio broadcasting became a reality in June of 1998, and can be reached through our homepage: www.utexas.edu/students/kvrx.

The Big Move

KVRX's previous office and studio space were, well, let's say modest. One main office, the DJ booth, a tiny rear office space, a bathroom, and the production room were all we had. This space, located on 21st

— John Herndon, *Austin American Statesman*, November 17, 1994

While we're on an attitude kick, everyone should get this through their heads: KVRX is not *just* college radio. We *are* one of the more highly-respected stations in the nation. In addition to being named Station of the Year by NACB *while still on cable*, we were invited to report to Gavin in 1994, *also while still on cable*. Gavin is an exclusive industry trade magazine that has invited only a handful of cable stations to report. We *are* an innovator in non-play listed, artist-oriented music programming. In our few years of life, KVRX has managed to garner much special recognition. Here's a few notables:

National Association of College Broadcasters	Station of the Year, 1994 One of top five Stations of the Year, 1993
Gavin	Invited to Report, 1994
Austin Chronicle Music Poll	Fourth Best Radio Station, 1996-97 Best Sleeve Art *(Cooking By Strobelight)*, 1996-97 Ninth Best CD or LP *(Cooking By Strobelight)*, 1996-97 Sixth and Twelfth Best Radio Programs, 1996-97 Fifth Best Radio Station, 1995-96 Third Best Thing to Happen in Austin, 1995-96
Details Magazine	One of the best radio stations in America, 1991

To continue the tradition, remember this — you could get by with an OK radio show, newscast, talk show or whatever. But if you are going to do it at all, why not BE EXCELLENT? Why not go beyond how it was done before and what people expect you to do? More than any job you might later have in the real world, you have any incredible impact on the final product. KVRX is one of the biggest cultural forces to slap this city around in a long time. Challenging people and bringing down barriers is a huge responsibility. This is ***your*** radio station. **Don't make do, make it great!**

With Love,
The staff of KVRX

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The Delicate Art of Penalties

The arrangement of this document took place on August 30, 1997. The point of this document is to provide a fair system for dealing with mistakes that On-Air personalities might make. When drafting this document, all past exercises the station has engaged in, in relation to penalty procedures, were taken into account.

Effective immediately, KVRX will begin operating with a penalty point system. What follows is a Classification of Mistakes, a Description of the Penalties resulting from those mistakes, the Ways to Redemption and an afterthought on the Penalty Point System.

Classification of Mistakes

Half (.5) a Point

- Not Signing OUT on the Programming Log
- Not writing down the specific PSA played or the time (note that not playing a PSA is a one point penalty)
- Not playing any scheduled Promo (ex. Benefits, Radio Show promos, etc.)
- Not writing in numbers of New-Bin CDs played
- Not filling out the Ain't Been Stealing Log
- Having more than ten (10) people at your show (inlcuding deejays) *(9/98-amend)*
- Not being Fifteen (15) minutes early to your show
- Not meeting Musical Requirements (Genre, New-Bin or Texas) *(10/97-Amend)*

One (1) Point

- Not playing a Legal ID ($1,000 fine)
- Not playing an Underwriting or SPSA announcement*
- Not Signing IN on the Programming Log
- Not taking a Tower Reading ($2,000 fine)
- Not performing an E.A.S. test ($1,000 - $3,000 fine)
- Not playing a PSA
- Not playing an Indecency Disclaimer (Failure to inform the listening audience of possible indecent material could result in the revoking of a station's broadcasting license)
- Using the next day's log
- Having food or drink in the Control Room
- Leaving the turntables or any equipment in a shape that can't be used by the next DJ *(8/98-amended)*

One-show (or more) suspensions *(8/98-amended)*

- Not completing your volunteer hours for the previous month
- Missing a Staff meeting or other mandatory meeting without informing the Program Managers ahead of time

These offenses result in a DJ losing their show for the semester

- Allowing Obscenities On-Air ($7,000 fine)
- Broadcasting Telephone conversations without Authorization ($4,000 fine)
- Having Alcohol or any Illegal Substance (as classified by the University) at the Radio Station
- Allowing slanderous material on-air
- Missing a show without finding a Sub
- Stealing anything from KVRX
- Not attending Eighty percent (80%) of your shows
- Vandalizing the station

Any changes that occur to this list must be posted at the station, on the Love-List and announced at the next General Staff Meeting.

Note: Any Penalties with an asterisk (*) next to them means a Two-Point penalty if and only if the person has less than one (1) penalty point against them.

A Description of the Penalties Resulting from the Above Mistakes

Point Total	Penalty	Description of Penalty
0.5pts - 1.5pts	Verbal Warning	A Program Manager will talk to you about your mistake
2.0pts - 2.5pts	Probation	The Program Managers will be paying closer attention to your show till you are off probation
3.0pts - 3.5pts	Suspension	You will not be allowed to perform your next Radio Show (note that you must find a sub)
4.0pts - infinity	Firing	You are not allowed to DJ at KVRX (including subbing for DJs) for the rest of the semester.

The Ways to Redemption

Verbal Warning
If a person finds themselves in the Verbal Warning stage, there is nothing they can do to lower their point level.

Probation
However, if a person finds themselves in the Probation stage, they have two possibilities to lower their point level. One, do four (4) weeks worth of radio shows perfectly (meaning receiving no more point penalties). Two, within two (2) weeks time, the person performs three (3) additional volunteer hours and does their two radio shows perfectly (meaning receiving no more point penalties). If either of these events occur, the person's point level is reduced to one (1.0) point.

Suspension
If a person reaches the Suspension stage, they have only one way to reduce their point level. They must perform four (4) additional volunteer hours and must perform their next show perfectly (meaning receiving no more point penalties). If this occurs, the person's point level is reduced to two (2.0) points. Note that the person is not placed on probation.

Firing
If a firing occurs, there is no way to lower one's point level.

Please Note that only one (1.0) point reduction may happen per month.
Also Note that if a person in a Management position chooses to perform volunteer hours, they must perform them in a department other than their own.

An Afterthought on the Point Penalty System

If an offense occurs that is not listed above, the Station Manager and the Programming Managers will decide on the proper penalty for the offense.

Also, any of the offenses will be reviewed by the Station Manager and Programming Managers to decide if firing is prudent.

This system is designed to allow for fair and equal enforcement of the rules. If at any time you feel any part of this system is not fair or equal, please talk with the Station Manager and/or the Programming Managers.

I understand and agree to the terms of this document.

Signature _____ *Date* _____

KVRX Representative _____ *Date* _____

"DJ Cheat Sheet"
Important Information You Need To Know To Pass the DJ Test
(excerpted from the DJ Handbook)

FCC & Legal Requirements

Understand that a violation of *any* of the rules could lead to legal problems, whether by an FCC fine (which could shut the station down) or by a lawsuit by a business partner (for not playing underwriting, or whatever)

Indecency & Obscenity

- There are seven words, called Pacifica words, which a person on the air (DJ, caller, friend in the control room) can **never** say. They are:
  shit, piss, fuck, cunt, motherfucker, cocksucker, tit
- Music or spoken word pieces with the Pacifica words in them but which have "serious literary, artistic, political, or scientific value" are said to be **indecent**. Music without such value, or music that includes an excessive number of indecent (Pacifica) words, is called **obscene**. We may play indecent material during **safe harbor**, 10pm to 6am. *We may never play obscene material.*
- In addition, we may never discuss on air nor play songs that are descriptive about sexual or excretory activities or organs. We may not even imply it. Such activities constitute obscenity.
  Examples:
  * Liberace was great on the piano but he sucked on the organ (double entendre or pun)
  * I want to do the dirty deed all night long with you, baby. (non-clinical references to any kind of sex, including masturbation)
  * What makes your private parts tingle? (discussion of intimate sexual questions)
  * Eat me! (reference to oral sex)
- The general rule is, if you're not sure if the statement you want to say (or the song you want to play) is obscene, don't say it.
- If you do play an indecent song during safe-harbor times, fade it out and put on another song. Note what was played in the discrepancy log (in the programming log), including the time & details. Don't talk about the mistake on the air; this will only call more attention to it.
- If someone calls about indecent or obscene material, refer them to the Programming Managers. Be nice to the person and don't argue with him/her. Make sure to contact the Programming Managers or the Station Manager to let them know what happened.

Legal IDs

- Every hour, within five minutes if the top of the hour (i.e., between :55 and :05 of each hour), KVRX must identify itself with its call letters and city of origin. Our legal ID is "**KVRX Austin**". The two words must be said together, but you can embellish it otherwise however you want. "KVRX 91.7 Austin" is not a legal ID. "91.7 KVRX Austin, Student Radio for Austin" is.

Call to Action

- A KVRX DJ (or guest in the studio) issues a call to action when he or she asks, urges, or suggests that the listener should perform some task which may result in a **non-KVRX organization** making money.
- Calls to action have three distinctive characteristics. These are:
  - mentioning the price of anything
  - using language that urges or suggests – "should," "must," "need to," etc.
  - talking in "advertising language" – using superlatives, sounding like you're selling something
- You can rave on and on about a particular band or album--that's a **review**. If you do the same about a business establishment, that's a **commercial**. *KVRX is the only entity that you can specifically urge people to spend money on.*
- Making suggestions about shows to attend or giving information about new albums are not calls to action, but the lines are blurry. Be very careful about how you talk about commercial establishments on the air.

Slander

- Slander is "communication which exposes a person to hatred, ridicule, or contempt; lowers him or her in the esteem of his or her fellows, causes him or her to be shunned, or injures him or her in his or her business or calling." If you are talking about a person, it had better be provable. In addition, the person must be a public figure who is fair game for such commentary. Talking about friends or other non-famous people in a slanderous way could get KVRX sued big time.

Invasion of Privacy

- Invasion of Privacy occurs when a DJ puts a caller on the air without his/her permission. Giving out unlisted phone numbers, full names, or other private information about a person without that person's permission constitutes an invasion of privacy as well. *If you want to put people on the air, ask them beforehand, or make some sort of comment on the air like, "If you call now, you'll be put on the air."*

Editorializing

- This means going out of your way to express your opinion abut a matter other than the music you're playing, like telling the audience your views on abortion. This is fine, but there are some things to remember:
    - It is illegal for a non-commercial station to endorse political candidates
    - You have to ensure the audience, either by telling them yourself or by playing an editorial MiniDisc, that the opinions are yours and not those of KVRX, Texas Student Publications, or KVRX's underwriters.
    - It's boring to go on really long harangues. You're no Michael Moore, trust us.

Program Logs

- The Program Logs must be filled out correctly. This includes:
    - Signing in on your shift, writing the time, and writing in the numbers of any CDs that are missing.
    - Signing out when you leave, writing the time, and writing in the numbers of any CDs that are missing.
    - Playing legal IDs, promos, PSAs, giveaways, and underwriting within the time that they are scheduled. Doing otherwise is illegal and can get KVRX sued.
    - Noting the time you do things to the exact minute. Falsification of Program Logs is illegal as hell.
- There is a discrepancy log at the back of the Program Log. Mark any and all discrepancies there, i.e. an indecency being played, or inability to find a minidisc with an underwriting spot on it. This covers our ass when we make mistakes.

FCC Inspections

- The FCC can make inspections of a radio station at any time. Here are the things that they might do, and what you will have to do:
    - They can ask to see our station license. It's hanging in the deejay booth.
    - They can ask to see out Program Logs. They're in the filing cabinet next to the Production Room.
    - They can ask to see our public records. This includes budget statements, community programming forms, letters to the station, etc. They can only ask about these things during normal business hours, as this material is over at TSP.
    - They can ask you to turn on, turn off, or get a reading from the transmitter. You should refer them to our chief engineer, Bob Nagy, whose number is posted in the control room. If you cannot get in touch with him, call the Program Managers or the Station Manager.
    - They can ask you to use the Emergency Alert System (EAS). The controls for the EAS are in the DJ booth under the turntables. You should know how that works. (But if you don't, there are instructions posted in the control room).

KVRX Rules

- These are rules that we as a station, over the past few years, have agreed upon to help keep the Mission of KVRX alive. They are rules, not simply guidelines, and they have been time-tested to be true and good. Breaking these rules can be just as nasty for you as breaking FCC rules.

- There is a new bin in the control room that has over 160 CDs in it. They are from all genres and have all been reviewed. A freeform DJ must play five (5) of these per hour. For a half hour, three (3) must be played.
- The station is chock full of CDs and LPs from different genres. Such genres include: rock, blues, dance, hiphop, and world. A freeform DJ must play five (5) of these an hour. For a half hour, three (3) must be played.
- KVRX is committed to playing local (meaning Austin and Texas) artists. They are designated in the library with a red piece of tape along the top spine of the LP or CD. A freeform DJ must play two (2) Texas artists an hour. For a half hour, one (1) Texas artist must be played.
- All of these things must be noted on the DJ's playlist. A DJ must fill out his or her playlist with a full name (not a DJ name), shift, day, and date (i.e., Soupy Jones, 9-11pm, Monday, 4/1/99). In addition, these rules apply for the above requirements:
  * New bin CDs and LPs must be noted on the playlists by their number. A little check mark won't cut it.
  * At the top of the playlist are the codes for the genres. Use these to note which genre you've played; do not make up designations.
  * A check mark or an X is all that's required in the Texas box. You may also mark requests with a check mark or an X.
- Please check the previous DJ's playlist to see what he or she played in order to avoid playing the same thing. KVRX is about **diversity**, not repetition.
- As well, we frown upon playing non-KVRX music. This means you should not play music that can be heard elsewhere, especially on other Austin radio stations. The mission of KVRX is to play unknown or underplayed music; playing a Beastie Boys song or a Portishead song, even if it's new to you, violates this rule.
- It is a general good rule to do an airbreak after every four or five songs and to tell the listeners what you have been playing. It's a courtesy we offer, especially since we're playing music that isn't heard anywhere else.
- There are giveaways listed on the giveaway cards in the DJ booth. The program logs tell you when you need to do a giveaway. Do a giveaway when required; it involves people in the station and helps out the businesses which give us the merchandise to give away. Never announce when you have failed to give something away. It makes us look bad.
- Speaking of looking bad, we know that many things in the station break, that sometimes shit gets stolen, and that it's frustrating at times. **Do not complain about such things on the air**. It makes the station look like it's run by irresponsible fuck-ups. (Ahem)
- Public Service Announcements (PSAs) are required by the FCC. They help us fulfill our community affairs requirements, so make sure you read or play PSAs (from a MiniDisc) when the program log tells you to.
- Promos for station events or products (like our KVRX local live CDs) are helpful because they let people know we're actually doing something. Not playing promos when the program log tells you to is kicking KVRX where it counts. It's breaking a rule.
- The station is a mess, but it doesn't have to be. **Love** KVRX, and don't do these things in the Control Room:
  * Do not eat or drink in the Control Room.
  * Put away CDs, LPs, and tapes when you're done playing them. The next DJ has a show to do just like you and can't clean up your mess. This can't be stressed enough.
  * **No alcohol or drugs are allowed at the station, ever**. This means the control room, the office, the production room, on the porch outside, *anywhere*. If you are caught with alcohol at the station, you will get fired. In addition, if your pals are sitting outside getting fucked up while you're inside deejaying, you'll be fired as well. **You are responsible for guests at your show. Whatever they do reflects on you.**
- Sometimes you can't do a show; it's understandable. However, since it is **your** show, and the Program Managers gave it to **you**, you are expected to make your show **80%** of the time.
- If you can't make your show, it is **your** responsibility to find a substitute DJ. There will be an approved sub list in the control room and extra copies in the office and provided at meetings. You must choose a sub from this list. Once you've found a sub, you must then tell the Program Managers. A sub is responsible for all the things you are for your show; that is, if you are a freeform DJ, the sub must play the requirements for a freeform show. If you are a specialty show deejay generally, therefore, & you're subbing for a freeform show, you **must** do a freeform show. If, however, you are subbing for a specialty show deejay, you may do the specialty show; if, however, you're not familiar with the specialty show's mix of music, you may **not** simply play what you want in another genre. You must follow **freeform rules**.

- It's important here to note that, therefore, freeform rules must be followed at pretty much all the time at KVRX. This includes interim. The only times when freeform rules are not followed is during regularly scheduled specialty shows.
- If the next DJ does not show up, these are the steps to be followed:
  * First, call the next DJ to see if he or she is late, isn't awake, or whatever.
  * If that doesn't work, call the DJ after that one. See if he or she wants to do their show early.
  * If that doesn't work, contact someone on the Emergency Sub List--that's what they're on the Emergency Sub List for.
  * If all else fails, call the Program Managers with the problem; their numbers are posted throughout the station.
- **You can never leave the station while the transmitter is on** (the transmitter is on when we are broadcasting on FM). That is **illegal** and you will be **fired** for it. If you need to leave, follow the steps above.
- It shouldn't need to be said, but you **cannot take anything from the station**. This means not just CDs, but office supplies, etc. Stealing such things from the station will get you **fired**.
- In a similar vein, a DJ is **responsible** for his or her show and everyone associated with it. This means that if your friends tear something up or steal something, it is your responsibility. You will suffer the consequences.
- Because of the above, we only allow ten (10) people at the station per show. This **includes** the DJs. The only exception is for touring bands or musical guests.
- We love you and we want you to love the station. Living by these rules will help make the station a better place to work and play at.

Goofy Financial Stuff

- **KVRX** gets a good portion of its funding from Student Services fees, about 46¢ per student. However, we are required to raise $19,500 of our own every year. We do that through underwriting, fundraisers, & a yearly pledge drive. There are other ways, of course (we had a garage sale, for example), but these are the main ways.
- To deejay at **KVRX**, one must be a student. A student is defined at **KVRX** as a person enrolled at the University for at least **three (3) hours** per semester. This does *not* include correspondence courses or transferred credits; one must pay Student Services Fees to be considered a student at **KVRX**.
- In addition, **KVRX** has a policy of allowing deejays to continue deejaying for one semester after they graduate. For example, you can graduate in the Fall & deejay in the spring semester. If you decide to leave school without taking a degree, you can have the extra semester as well. Deejays who take a semester off – or do not take classes in the summer – can deejay if and only if they are registered for classes in the following semester.
- Talk to the Station Manager, the Business Director, or the Broadcast Adviser about financial stuff. They're all about that shit.